

# GRAPHIC CHARTER

## TASTYTALES

*Presented By Corp*

[tastytales.com](http://tastytales.com)

# PRESENTATION

This graphic charter has been designed to give a strong and recognizable visual identity to our website. We will define key elements such as colour palette, typography and imagery to reflect the unique identity of TastyTales, while ensuring a consistent and enjoyable user experience. The design aims to reflect our company's passion for cooking, with recipes for breakfast, lunch and dinner. Practical and visual tutorials will guide users through each step of preparation, while the tasty recipes will bring each dish to life.



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# LOGO



**The TastyTales logo is composed of a circle and an illustration of a spatula and a spoon using the colors of the charter. These utensils evoke the kitchen, which corresponds to our brand. This logo is the main logo and should be used in most cases. The logo is intended for large scale use.**

## MINIMUM SIZE

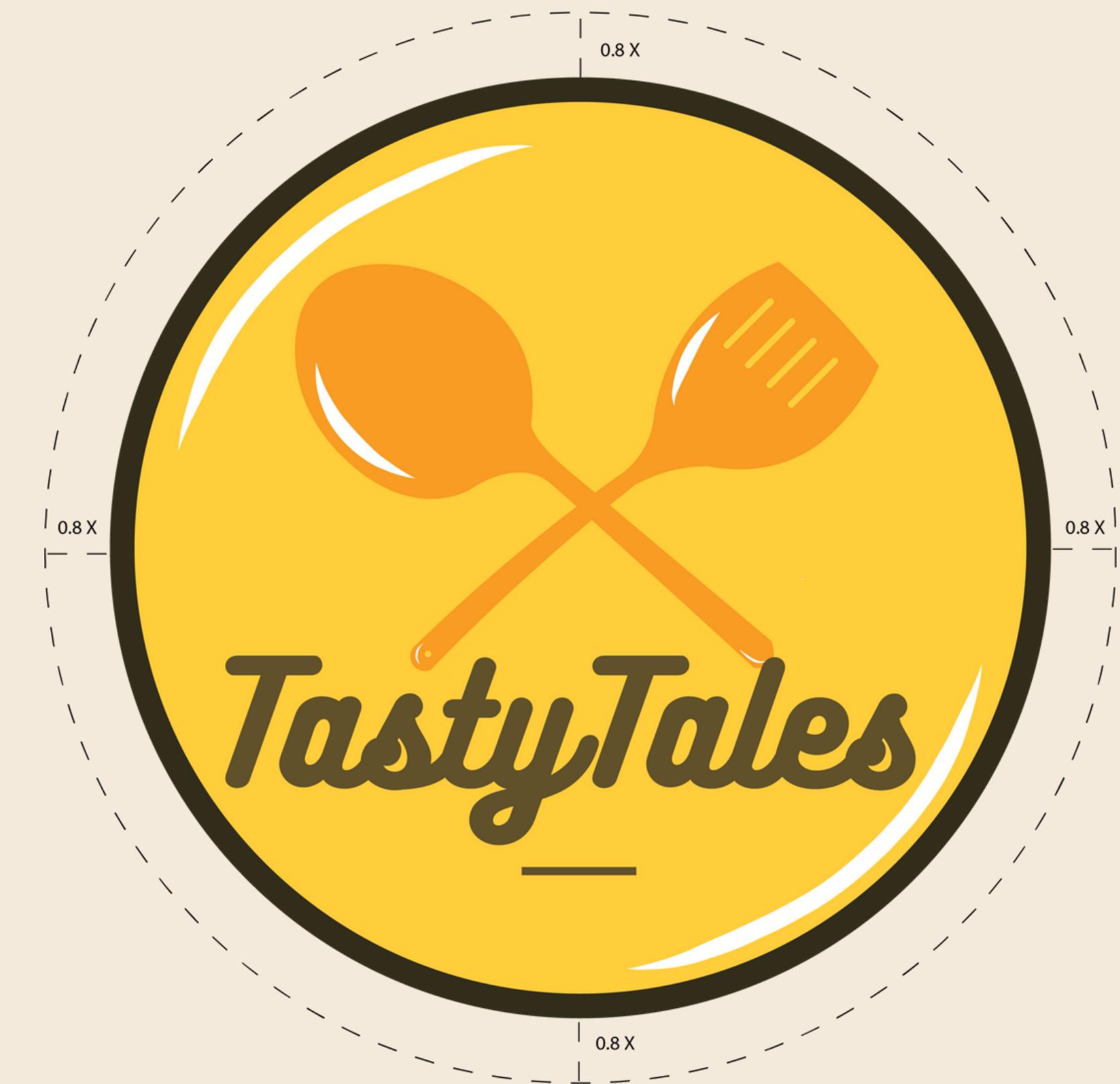


# COMPOSITION



# PROTECTION AREA

**The protection zone is the clear space around the logo that must be kept free of any text, graphics or other visual elements to ensure the legibility and visual impact of the logo.**



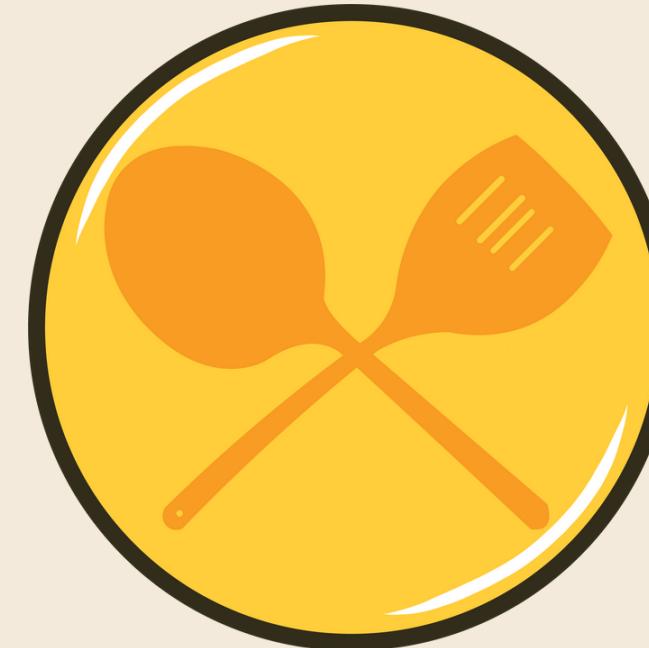
# DECLINATIONS



MAIN LOGO



SECONDARY



ICON

# COLORS

#FF9D1A    C=0% M=46,44% J=89,53% N=0%

#FFCE3B    C=0% M=20,05% J=81,79% N=0%

#967D55    C=34,33% M=40,84% J=64,96% N=24,67%

# COLORS CHOICES

**The colour orange evokes all that is sensory in our case the taste moreover it is a living colour which brings a lot of dynamism**

**The yellow colour conveys a playful side and refers to the good mood that we want to spread through authentic and fresh tutorials.**

**The colour brown reflects its reassuring warmth. Brown reminds us of chocolate or coffee, which makes us produce serotonin, the happiness molecule.**

# SECONDARY COLORS

#312C1B

#08ACAB

#DDBC8A

# TYPOGRAPHY

*BURHARU SCRIPT*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789?!:,.*

**BUGAKI**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789?!:,.**

# TYPOGRAPHY

**Open Sans**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789?!:,;**

**Arimo**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789?!:,;**

# LOGO MISUSE

**Do not crop  
the logo**



**Do not change  
the transparency**



**Do not use  
different colors**



**Do not rotate  
the logo**



**Do not distort  
the logo**



**Do not change the  
typeface or manipulate  
the wordmark and the icon**



# VIDEO



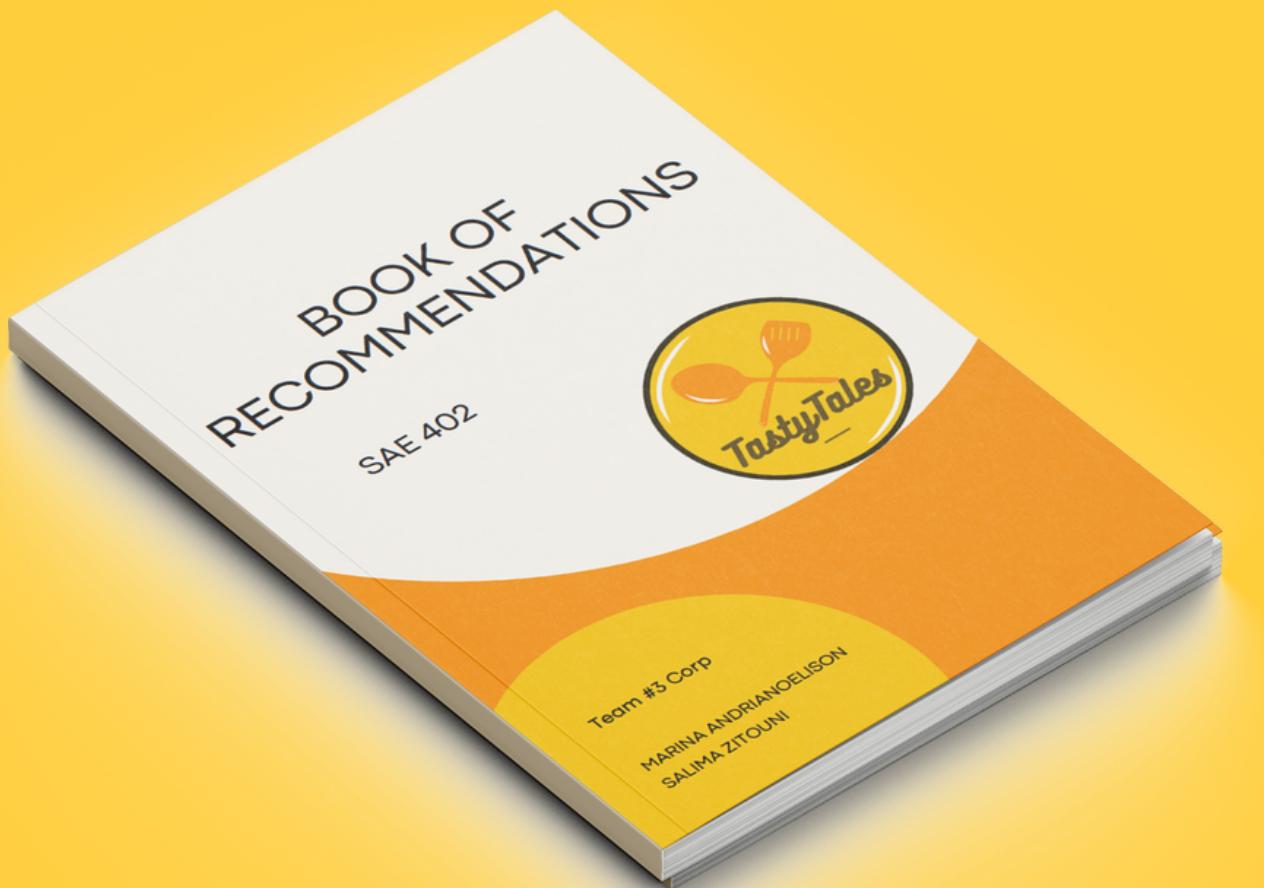
## TYPOGRAPHY



**Compliance with the graphic guidelines is essential when creating video material. It is important to ensure that the visual elements specified in the graphic charter, such as colours, typography and logos, are followed in a coherent and consistent manner. The colour of the subtitles is free depending on the appropriate background colour. Any addition of images, graphic elements or animations is allowed.**

**All videos should end with the TastyTales logo, animated or still.**

# GRAPHIC ELEMENTS



# WEB SUPPORT APPLICATION

